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| 1 | Introduction to Brand Management.<br>Text reading: Chapter 1.   |
| 2 | Customer-Based Brand Equity (CBBE) and Brand Resonance.<br>Text reading: Chapter 2 (pp. 67-78) & Chapter 3 (pp. 106-127). |
| 3 | Brand Positioning.<br>Text reading: Chapter 2 (pp. 79-100).   |
| 4 | Brand Elements.<br>Text reading: Chapter 4.   |
| 5 | IMC and Leveraging Secondary Associations.<br>Text reading: Chapter 5 (Review), 6, & 7.                                   |
| 6 | Measuring Brand Equity.<br>Text reading: Chapter 8 (pp. 291-299) & Chapter 9.   |
| 7 | Brand Extensions and Branding New Products<br>Text reading: Chapters 11 & 12.   |
| 8 | Reinforcing, Revitalising, and Retiring Brands.<br>Text reading: Chapter 13.  |
| 9 | International Brand Management.<br>Text reading: Chapter 14.  |

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| 10 | Brand Audit Consultation<br>Text reading: Revisit Chapter 8 (pp. 293-299 plus 315-321). |
| 11 | Strategic Brand Management<br>Text Reading: Chapter 15.                                 |

**Brand Management**

- Week 1 introduces the concept of a brand. Brands offer tangible and intangible benefits to the companies who manufacture them, the retailers who sell them, and the consumers who buy them. Brands are not limited to products and services, but also people, places, and sports, art, and entertainment industries.

After Week 1 you will be able to:

1. Define 'brand' and describe the different components of a brand (brand elements);

A: A brand is a name, term, sign, symbol or design, or some combination of them, intended to identify the good and services of one seller or group of sellers and to differentiate them from those of competition.

Components of a brand that facilitate such differentiation are referred to as brands elements. Brand elements include the brand's: name, logo, symbol, character, spokesperson, slogan, jingle, packaging, signage and URL.

2. Distinguish a brand from a product;

A: A product is "anything we can offer to a market for attention, acquisition, use, or consumption that might satisfy a need or want".

A brand, on the other hand, can be seen as more than a product, enabling differentiation between products designed to satisfy the same need.

3. Describe the role of a brand for both a consumer and an organization

A: Brands are valuable to the firms that manufacture them and the consumers who purchase them. Broadly, a brand can act as a means of identification, a source of risk reduction, a symbolic device, a signal of quality, and a source of competitive advantage.

### 1.3 Key Points to take from Week 1

1. A brand is a "name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition."
2. A company's management of a brand is typically the determining factor in the ultimate success or failure of the brand.
3. Brands have differentiating features that distinguish them from competitors and add value for consumers.
4. Consumers often don't buy products; they buy the images associated with products.
5. A product is anything that is offered to a market for attention, acquisition, use, or consumption that might satisfy a need or want.
6. A brand can have dimensions that differentiate it in some way from other products designed to satisfy the same need.

7. Consumers offer their trust and loyalty with the implicit(暗示的) understanding that the brand will behave in certain ways and provide them utility through consistent product performance and appropriate pricing, promotion, and distribution programs and actions.
8. Retailers can introduce their own brands by using their store name, creating new names, or some combination of the two.
9. Successful online brands have been well positioned and have found unique ways to satisfy consumers' unmet needs.
10. Strategic brand management involves the design and implementation of marketing programs and activities to build, measure, and manage brand equity.

- **1.1 Learning Outcomes Week 2**

The concept of brand equity can be viewed from a variety of perspectives, one of those being that 'consumers own brands'. This module introduces you to the concept of customer-based brand equity (CBBE) and the importance of brand awareness and brand image as key dimensions of brand knowledge.

After Week 2 you will be able to:

1. Define and describe customer-based brand equity (CBBE);  
A: CBBE is the differential effect which brand knowledge has on consumer response to marketing of that brand. CBBE occurs when a consumer has a high level of awareness and familiarity with the brand, and holds strong, favourable, and unique brand associations in memory. The basic premise (前提) of CBBE is that the power of the brand resides (停留 stay) in the minds of consumers. Positive brand equity results when consumers are familiar with the brand and have strong, favorable and unique associations for it.
2. Discuss various sources of brand equity;  
Awareness can be heightened by increasing consumer exposure to the brand and by linking the brand to product category, consumption, and usage situations.  
A brand's image, on the other hand, reflects all the associations consumers have for a brand in memory. The strength, favourability, and uniqueness of the associations affect the response consumers will have to the brand and to its supporting marketing activities. Associations can be about attributes and benefits of the brand, or attitudes toward it. Attributes, which are descriptive features of a brand, can relate to the actual physical components and ingredients of a brand (product-related) or to such things as the price, imagery, feelings, experiences, and personality associated with the brand.
3. Define brand resonance (品牌共鸣)  
A: Brand resonance is the intense (强烈的), active 活跃的, loyalty relationships of customers, and the degree to which they resonate or connect with a brand. Resonance is characterised in terms of intensity, or the depth, of the psychological bond that customers have with the brand, as well as the level of activity engendered 产生 (produce) by this loyalty.

4. Describe the steps in building brand resonance.

A: The four steps to building a strong brand include; 1. Identity 身份 (salience 显著), 2. Meaning 意义, 价值 (performance, imagery), 3. Response 响应 (judgments, feelings), and 4. Relationships 关系 (resonance) as brand building block.